



WPTV

ORDER

Print Date 10/12/12

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Flight Dates **10/15/12-10/22/12**

Contract / Revision **314551 /**

Original Date / Revision
10/11/12 10/12/12

Advertiser **Secure America Now**

Agency **McLaughlin & Associates**

Buying Contact

**919 Prince Street
Alexandria, VA 22314**

Product
Secure America Now

Agency Com 15%

Billing Contact

**566 South Route 303
Blauvelt, NY 10913**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **585**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	30	\$55,462.50	\$65,250.00	0.00
Totals	30	\$55,462.50	\$65,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	30	\$55,462.50	\$65,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	WPTV	10/15/12	10/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-1---	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	- 1- 1---		2				\$1,500.00		0.00			
		Week: 10/22/12	10/28/12	1-----		1				\$1,500.00		0.00			
E 3	WPTV	10/15/12	10/22/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1111---	:30	4	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111---		4				\$650.00		0.00			
		Week: 10/22/12	10/28/12	1-----		1				\$650.00		0.00			



WPTV

Print Date: 10/12/12

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Contract / Revision **314551** Flight Dates **10/15/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/12/12

Order Sep 00:20:00

Advertiser **Secure America Now** Product **Secure America Now**

Estimate # **585**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	WPTV	10/15/12	10/22/12	M-F 5-530p M-F 5-530p	CM	5-530p	111----	:30	3	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	111----					3	\$2,000.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$2,000.00		0.00			
E 6	WPTV	10/15/12	10/21/12	M-F 530-6p M-F 530-6p	CM	530-6p	---11--	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---11--					2	\$2,000.00		0.00			
E 7	WPTV	10/15/12	10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$4,000.00	P-2	0.00	NM	6	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	11111--					5	\$4,000.00		0.00			
		Week: 10/22/12	10/28/12	1-----					1	\$4,000.00		0.00			
E 8	WPTV	10/15/12	10/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	1111---	:30	4	\$3,000.00	P-2	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1111---					4	\$3,000.00		0.00			
E 9	WPTV	10/15/12	10/21/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,000.00		0.00			
E 10	WPTV	10/15/12	10/21/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$2,000.00		0.00			
E 11	WPTV	10/15/12	10/21/12	Sa 7p News Sa 7p News	CM	7-730pm	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,500.00		0.00			
E 12	WPTV	10/15/12	10/21/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,000.00		0.00			
E 13	WPTV	10/15/12	10/21/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$2,500.00		0.00			
E 14	WPTV	10/15/12	10/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,500.00		0.00			
Totals														30	\$65,250.00